AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1-12. (Cancelled)

13. (Currently Amended) A system comprising:

a creative selection server coupled to a network;

a content server, coupled to the network separately from the creative selection server, ~~that issues~~ configured to issue at least one redirect command to a user computer in response to receiving a user request for non-advertising content, wherein the redirect command is configured to direct the user computer to a direct connect server and wherein the redirect command includes information descriptive of the location that the user computer was browsing on the content server; and

the direct connect server being connected to the network separately from the creative selection server and the content server, wherein the direct connect server is configured to:

establish ~~establishes~~, on the direct connect server, a Uniform Resource Locator (URL) to receive the redirect command;

associate ~~associates~~ the URL on the direct connect server with a URL on the content server to correspond to a specific location that the user computer was browsing on the content server;

receive ~~receives~~, at the URL on the direct connect server associated with the URL on the content server, creative selection criteria from the user computer; and

responsive to the user request to receive non-advertising content and the at least one redirect command from the content server:

configure ~~configures~~, using the direct connect server, the user profile to reflect the URL of the specific location that the user computer was browsing on the content server;

generate ~~generates~~ a request for a creative message as a function of the creative selection criteria, the request including the user profile that reflects the URL the information descriptive of the specific location that the user computer was browsing on the content server;

transmit ~~transmits~~ the request for the creative message to the creative selection server;

receive ~~receives~~ an identification of one or more creatives from the creative selection server; and

send ~~sends~~ the identification of the one or more creatives to the user computer;

wherein the direct connect server is configured to transmit one or more fail safe communications to the user computer if the direct connect server does not receive the

identification of the one or more creatives from the creative selection server within a threshold amount of time.

      14. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a stored profile.

      15. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

      16. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the IP address of the user computer.

      17. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the content server.

      18. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the user computer.

Applicant : Frank Addante   Attorney's Docket No.: 16113-1347001
Serial No. : 09/757,389
Filed   : January 8, 2001
Page   : 5 of 12

19. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a search term entered by the user computer.

20. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of IP address of the content server.

21. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the direct connect server.

22. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the content server.

23. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a meta tag on the content server.

24. (Previously Presented) The system of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.

25. (Cancelled)

26. (Previously Presented) The system of claim 13 wherein each of the user computer and the content server are connected to the public network separately from each of the direct connect server and the creative selection server.

27. (Previously Presented) The system of claim 13 wherein the information descriptive of the location includes a uniform resource locator corresponding to the location that the user computer is browsing on the content server.

28. (Previously Presented) The system of claim 13 wherein the direct connect server is configured to:

(1) use the URL of the location that the user computer was browsing on the content server to associate the user request with a previously-established profile used for multiple users, and

(2) use the previously-established profile for the user request to generate the request for the creative message.

29. (Previously Presented) The system of claim 13 wherein the direct connect server is configured to identify the location that the user computer was browsing on the content server without requiring an additional message from the content server.

30. (New) The system of claim 13, wherein the one or more fail safe communications comprises one or more of a fail safe creative, a fail safe <href>, and a redirect command.